

1 Introduced by Council President Salem:
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4 **ORDINANCE 2023-869**

5 AN ORDINANCE APPROPRIATING \$1,500,000.00 FROM
6 TOURIST DEVELOPMENT COUNCIL FUND BALANCE TO
7 PROVIDE ADDITIONAL FUNDING TO JACKSONVILLE AND
8 THE BEACHES CONVENTION & VISITORS BUREAU, INC.
9 D/B/A "VISIT JACKSONVILLE" TO INCREASE
10 SUBSTANTIALLY THE CITY'S INVESTMENT IN THE
11 PROMOTION OF SPORTS TOURISM TO THE CITY;
12 APPROVING AND AUTHORIZING THE MAYOR AND
13 CORPORATION SECRETARY TO EXECUTE AND DELIVER,
14 FOR AND ON BEHALF OF THE CITY, AMENDMENTS TO THE
15 EXISTING SPORTS TOURISM CONTRACT BETWEEN THE
16 CITY AND VISIT JACKSONVILLE TO REFLECT SUCH
17 ADDITIONAL FUNDING AND OTHER CHANGES AS MAY BE
18 NECESSARY, PROVIDED THE TOURIST DEVELOPMENT
19 COUNCIL SHALL FIRST APPROVE THE TERMS THEREOF;
20 AMENDING REVISED SCHEDULE W TO ORDINANCE 2023-
21 504-E; PROVIDING FOR OVERSIGHT BY THE TDC;
22 PROVIDING FOR AN EFFECTIVE DATE.
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25 **WHEREAS**, the City Council recognizes the financial and civic
26 benefits of bringing high-profile sporting events to Jacksonville and
27 desires to refocus and renew the City's efforts in this area; and

28 **WHEREAS**, the City and Visit Jacksonville are currently parties
29 to an existing sports tourism agreement with a maximum City
30 indebtedness of \$182,544.89 authorized pursuant to Ordinance 2020-
31 318-E (the "Sports Tourism Agreement"); and

1 **WHEREAS**, to reflect the City’s renewed commitment to sports
2 tourism, the City Council desires to allocate additional funding to
3 Visit Jacksonville in the amount of \$1,500,000 under the Sports
4 Tourism Agreement; and

5 **WHEREAS**, given that the scope of services provided by Visit
6 Jacksonville under the Sports Tourism Agreement may require updating
7 due to the additional funding, the Tourist Development Council (“TDC”)
8 shall first approve the terms of any amendment thereto (the
9 “Amendment”), including modifications to the scope of services and
10 approved budget, to determine how the additional funding may best be
11 allocated to achieve the City’s sports tourism objectives; now,
12 therefore

13 **BE IT ORDAINED** by the Council of the City of Jacksonville:

14 **Section 1. Recitals.** The recitals set forth above are true
15 and correct and incorporated herein by reference.

16 **Section 2. Appropriation.** For the 2023-2024 fiscal year,
17 within the City’s budget, there is hereby appropriated the indicated
18 sum from the account listed in subsection (a) to the account listed
19 in subsection (b):

20 (The account information is attached hereto as **Exhibit 1** and
21 incorporated herein by this reference):

22 (a) Appropriated from:

23 See attached **Exhibit 1** \$1,500,000.00

24 (b) Appropriated to:

25 See attached **Exhibit 1** \$1,500,000.00

26 (c) Explanation of Appropriation.

27 This ordinance appropriates \$1,500,000 from Tourist
28 Development Council fund balance to the TDC Operations
29 trust fund authorized expenditures account to provide
30 additional funding to Visit Jacksonville under the Sports
31 Tourism Agreement.

1 **Section 3. Purpose.** The purpose of the appropriation in
2 Section 1 is to provide additional funding to Visit Jacksonville
3 under the Sports Tourism Agreement to pursue and attract sporting
4 events of regional and national significance to Jacksonville.

5 **Section 4. Authority to execute amendments to the Sports**
6 **Tourism Agreement.** The Mayor, or her designee, and the Corporation
7 Secretary are hereby authorized to execute and deliver an amendment
8 to the Sports Tourism Agreement between the City and Visit
9 Jacksonville (the "Amendment"), reflecting the additional funding of
10 \$1,500,000 and any other changes consistent with this Ordinance,
11 provided that the TDC shall first approve the terms of the Amendment,
12 including changes to the scopes of services to be provided by Visit
13 Jacksonville and approved budget. The Amendment may include such
14 additions, deletions, and changes as may be reasonable, necessary,
15 and incidental for carrying out the purpose thereof, as may be
16 acceptable to the Mayor or her designee, with such inclusion and
17 acceptance being evidenced by execution of the Amendment by the Mayor
18 or her designee, provided no modification of the Amendment may
19 increase the financial obligations or the liability of City authorized
20 herein and any such modification shall be technical only and shall
21 be subject to appropriate legal review and approval of the General
22 Counsel or his or her designee and all other appropriate action
23 required by law. For the purposes of this Ordinance, "technical
24 changes" is defined as those changes having no financial impact to
25 the City, and other non-substantive changes that do not substantively
26 increase the duties and responsibilities of the City under the
27 provisions of the Agreement. The Mayor, or her designee, and the
28 Corporation Secretary, are also authorized to execute any subsequent
29 amendments or renewals to the Sports Tourism Agreement, as may be
30 approved by the TDC, that do not increase the financial obligations
31 of the City.

1 **Section 5. Amending Revised Schedule W to Ordinance 2023-504-E.**

2 There is hereby amended for the fiscal year 2023-2024 budget for TDC
3 by substituting in the place of the Revised Schedule W, approved by
4 Ordinance 2023-504-E, the Second Revised Schedule W, attached hereto
5 as **Exhibit 2** and incorporated herein by this reference. The Second
6 Revised Schedule W reflects the funds appropriated herein.

7 **Section 6. Oversight.** The TDC shall oversee the funds
8 appropriated herein.

9 **Section 7. Effective Date.** This Ordinance shall become
10 effective upon signature by the Mayor or upon becoming effective
11 without the Mayor's signature.

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13 Form Approved:

14
15 /s/ Harry M. Wilson, IV

16 Office of General Counsel

17 Legislation prepared by: Harry M. Wilson, IV

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